

NSU SOB FALL 17 Learning Outcomes (SLOs)

1. An Integrative Point of View

Evaluate and make business decisions taking into account the interdependent relationships among competitive and environmental conditions, organizational resources, sustainability and the major functional areas of business.

- SLO 1.1: Identify the relationships between two or more business functions; explain how actions in one functional area affect other functional areas.
- SLO 1.2: Describe how the relationships among the functional areas relate to the goals of the organization.
- SLO 1.3: Use integrative techniques, structures, or frameworks to make business decisions.

2. Ethical Reasoning

Recognize ethical issues, describe various frameworks for ethical reasoning, and discern the tradeoffs and implications of applying various ethical frameworks when making business decisions.

- SLO 2.1: Identify the ethical dimension(s) of a business decision.
- SLO 2.2: Recognize the tradeoffs created by application of competing ethical theories and perspectives.
- SLO 2.3: Formulate and defend a well-supported recommendation for the resolution of an ethical issue.

3. Critical Thinking and Decision Making in Business

Identify and critically evaluate implications of business decisions for organizational stakeholders and the natural environment.

- SLO 3.1: Recognize the implications of a proposed decision from a variety of diverse stakeholder perspectives.
- SLO 3.2: Evaluate the integrity of the supporting evidence and data for a given decision.
- SLO 3.3: Analyze a given decision using critical techniques, structures, or frameworks.

4: Communication and Leadership

Communicate effectively in a wide variety of business settings employing multiple media of communications.

- SLO 4.1: Deliver clear, concise, and audience-centered individual and team presentation
- SLO 4.2: Write clear, concise, and audience-centered business documents.
- SLO 4.3: Effectively participate in informational and employment interviews.
- SLO 4.4: Articulate one's unique value proposition to a given audience.

5: Quantitative Analysis and Modeling

Systematically apply tools of quantitative analysis and modeling to make recommendations and business decisions.

- SLO 5.1: Use appropriate technology to solve a given business problem.
- SLO 5.2: Analyze business problems using appropriate mathematical theories and techniques.
- SLO 5.3: Explain the role of technologies in business decision making analysis, or modeling.
- SLO 5.4: Structure logic and frame quantitative analysis to solve business problems.

6: Team Membership & Inclusiveness

Collaborate productively with others, functioning effectively as both members and leaders of teams.

- SLO 6.1: Facilitate team meetings and collaborate effectively in both face-to-face and virtual interactions.
- SLO 6.2: Identify and employ best team practices.
- SLO 6.3: Assess and offer feedback on one's own effectiveness as well as one's team members' effectiveness with respect to productivity and relationship-building in both oral and written formats.
- SLO 6.4: Articulate and analyze the value of inclusivity in a variety of business settings.

7: Cultural awareness and global effectiveness

Become conversant with major economic, social, political, and technological trends and conditions that influence the development of the global economy and demonstrate competence in the cultural, interpersonal and analytical dimensions of international business.

- SLO 7.1: Identify the risks and opportunities associated with determining and implementing optimal global business strategies.
- SLO 7.2: Integrate international, regional, and local non-market forces into strategic decisions of multinational corporations.
- SLO 7.3: Analyze obstacles resulting from cultural differences and recommend leadership approaches that leverage diversity to enhance business performance.
- SLO 7.4: Identify the personal and contrasting attitudes, values, and beliefs that shape business relationships.

Departments/ Majors Programmatic Outcomes

Banking: B. Demonstrate the ability to identify and evaluate the financial needs of a community.

- SLO B.1 Implement knowledge of banking, insurance and capital market law and fundamental legal knowledge
- SLO B.2 carry out financial analysis of banks and insurance companies

Accounting: Apply accounting principles to business transactions.

- SLO Acc. 1. Process financial transactions throughout the accounting cycle.
- SLO Acc. 2. Demonstrate competency in preparing and analyzing financial statements.
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Business Administration: BA: Apply business administration principles to business.

- SLO BA. 1 Students will be able to apply basic business concepts of accounting, finance, human resource management, management, marketing, supply chain management, and management information systems in evaluating business issues

Professional Accountancy: PAcc: Apply principles of financial accounting and managerial/cost accounting.

- SLO PAcc. 1 Employ national, international, and historical perspectives to analyze accounting and business issues
- SLO PAcc. 2 Using analytical and research tools to monitor evolving accounting standards and practices and to maintain professional skills in a changing business environment

Economics: Apply Economic principles to business.

- SLO E.1 Apply economic reasoning to the analysis of selected contemporary economic problems.
- SLO E.2 Understand how households (demand) and businesses (supply) interact in various market structures to determine price and quantity of goods and services produced and consumed.
- SLO E.3 Analyze the efficiency and equity implications of government interference in markets.
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Finance: Understanding of and ability to apply the principle analytical skills and tools used in finance

- SLO F.1 ability to organize, analyze and interpret numerical and financial data
- SLO F.2 Demonstrate the ability to explain complex financial transactions and data
- SLO F.3 Apply foundation knowledge and skills necessary to identify problems, generate feasible alternatives and recommend and justify solutions

International Business: Apply international Business principles to business.

- SLO IB.1 Identify and evaluate the complexities of international business and globalization from home versus host-country, and regional, cultural perspectives.
- SLO IB.2 Develop a framework to support successful decision-making in all relevant functions and activities of any international business or international operations of a domestic business within the competitively, international environment.

Management: Apply Management principles to business.

- SLO MGT.1 Explain the principal concepts, theories, and practices in and describe the interrelationships between the functional areas of business, including accounting, marketing, finance and management;
- SLO MGT.1 Identify and describe multicultural dimensions of management

Management Information Systems: Apply Management Information Systems principles to business settings.

- SLO MIS.1 Explain fundamental concepts of data communications, computer networking, and the related hardware.
- SLO MIS.1 Demonstrate technical knowledge of computer networks, information security and information assurance.

Marketing: MKT: Apply marketing principles to business.

- SLO MKT.1 Understand the place and contribution of marketing to the business enterprise
- SLO MKT.2 Describe major bases for segmenting consumer and business markets; define and be able to apply the three steps of target marketing: market segmentation, target marketing, and market positioning; understand how different situations in the competitive environment will affect choices in target marketing
- SLO MKT.2 Describe the major types of consumer buying behavior, the stages in the buyer decision process and completely outline the components of the marketing mix; identify how the firms marketing strategy and marketing mix must evolve and adapt to match consumer behavior and perceptions of the product (e.g., classification of products and services, brand image, price and value), the stage in the product life cycle and the competitive environment; summarize the importance of measuring and managing return on marketing